ATTACHMENT 1 — REGION 16XX: 1998 PROMOTION DELIVERY DATES

2ND QTR '98 PROMOTIONAL CALENDAR

APRIL - JUNE '98

EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE

TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE

McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE

MONTH OF PROMOTION	PROMOTION #	PROMO TYPE	DESCRIPTION	PARTNERS REPORTING DESCRIPTION	ADDITIONAL INFORMATION	TO DIRECT ACCOUNTS (PRODUCT SHIPPED TO DIRECT ACCTS)	TO RETAIL ACCOUNTS (ASSUMED DISTRIBUTION)	NO. OF OFFERS PER DISPLAY	BRAND STYLES (All Promotional Product is 6M)	PROMOTIONAL UPC #12300-
JUNE	800432	VAP	DORAL B1G1F	DOR JUN B1G1F	PRE-SLEEVED PROMOTION 4-CARTON DISPLAY.	5/18/98	6/8/98	20 OFFERS (88,400)	DORAL LT BOX 100 DORAL BOX 100 DORAL U LT100 DORAL LT MN100	23797 (SLEEVES) 25370 DOR LT BOX 100 25369 DOR BOX 100 25363 DOR U LT100 25365 DOR LT M100
	800433	(NON-REGION) VAP	DORAL B2G1F	DOR JUN B2G1F	PRE-SLEEVED PROMOTION 7-CTN DISPLAY. ONLY FOR RETAILERS SHIPPED BY DIRECT ACCOUNTS OUTSIDE REGION 16X (I.E., J.POLEP)	5/18/98	6/8/98	21 OFFERS	DORAL LT BOX 100 DORAL BOX 100 DORAL U LT100 DORAL LT MN100	23850 (SLEEVES) 25360 DOR LT BOX 100 25359 DOR BOX 100 25358 DOR U LT100 25357 DOR LT M100
	800532	VAP HI-VOL CTS PACK	DORAL B4G1F CTS PACK PROMOTION	DOR JUN B4G1F	PRE-SLEEVED PACK PROMOTION FOR IDENTIFIED HIGH-VOLUME CIGARETTE OUTLETS ON VAP.	5/18/98	6/8/98	70 OFFERS (19,320)	DORAL LIGHT DORAL LT 100 DORAL FF 100 DORAL LT MN100 DORAL U LT 100 DORAL BOX 100 DORAL LT BX100	24980 (DISPLAYS) 25350 DORAL LIGHT 25351 DORAL LT 100 25352 DORAL FF 100 25353 DORAL LT MN100 25354 DORAL U LT 100 25355 DORAL BOX 100 25356 DORAL LT BX100
	800541	VAP HI-VOL CTS CARTON	DORAL B8G2F CTS CARTON PROMOTION	DOR JUN B8G2F	PRE-SLEEVED CARTON PROMOTION FOR IDENTIFIED HIGH-VOLUME CIGARETTE OUTLETS ON VAP.	5/18/98	6/8/98	210 OFFERS (80,690)	DORAL LIGHT DORAL LT 100 DORAL FF 100 DORAL LT MN100 DORAL U LT 100 DORAL BOX 100 DORAL LT BX100	25169 (DISPLAYS) 25291 DORAL LIGHT 25292 DORAL LT 100 25293 DORAL FF 100 25294 DORAL LT MN100 25295 DORAL U LT 100 25296 DORAL BOX 100 25297 DORAL LT BX100
	N/A	S/MKTS	SUPERMARKET QUARTER END CTN / PK BUYDOWN	N/A	BUYDOWN AUTHORIZED DURING JUNE FOR RETAIL PARTNERS TO ENSURE FRANCHISE RETENTION (REFER TO W.PLAN FOR DETAILS).	MONTH OF JUNE		N/A	DORAL STYLES TO BE DETERMINED BY K.A.M. / A.M.	N/A
	800438 (#806)	SALEM TEAR TAPE/VAP	SALEM 30/PK TEAR TAPE (3RD DRIVE)	SAL 98 30/1PK	PRODUCT SHIPPED TO DIRECT ACCTS OFF-INVOICE. RETAILER TO UTILIZE APRIL 4-CTN DISPLAY. ENSURE $3 OFF-INVOICE IS PASSED ON TO RETAILERS BY DIRECT ACCOUNTS.	5/26/98	6/8/98	40 OFFERS (ALLOCATION TBD BY TEMPLATE ENTRIES)	SALEM FF SALEM LT SALEM FF 100 SALEM LT 100	REFER TO FSC-11-B (1/20/98) FOR CTN / PK UPCs (USE APRIL DISPLAYS) 24194 SALEM FF 24196 SALEM LT 24195 SALEM FF 100 24197 SALEM LT 100

Revised 4/17/98 2NDQT98.XLS

cc: Outside Regions

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ALL PROMOTIONS WORKED BY REGION #1610

Source: https://www.industrydocuments.ucsf.edu/docs/hjkv0000

ATTACHMENT 2

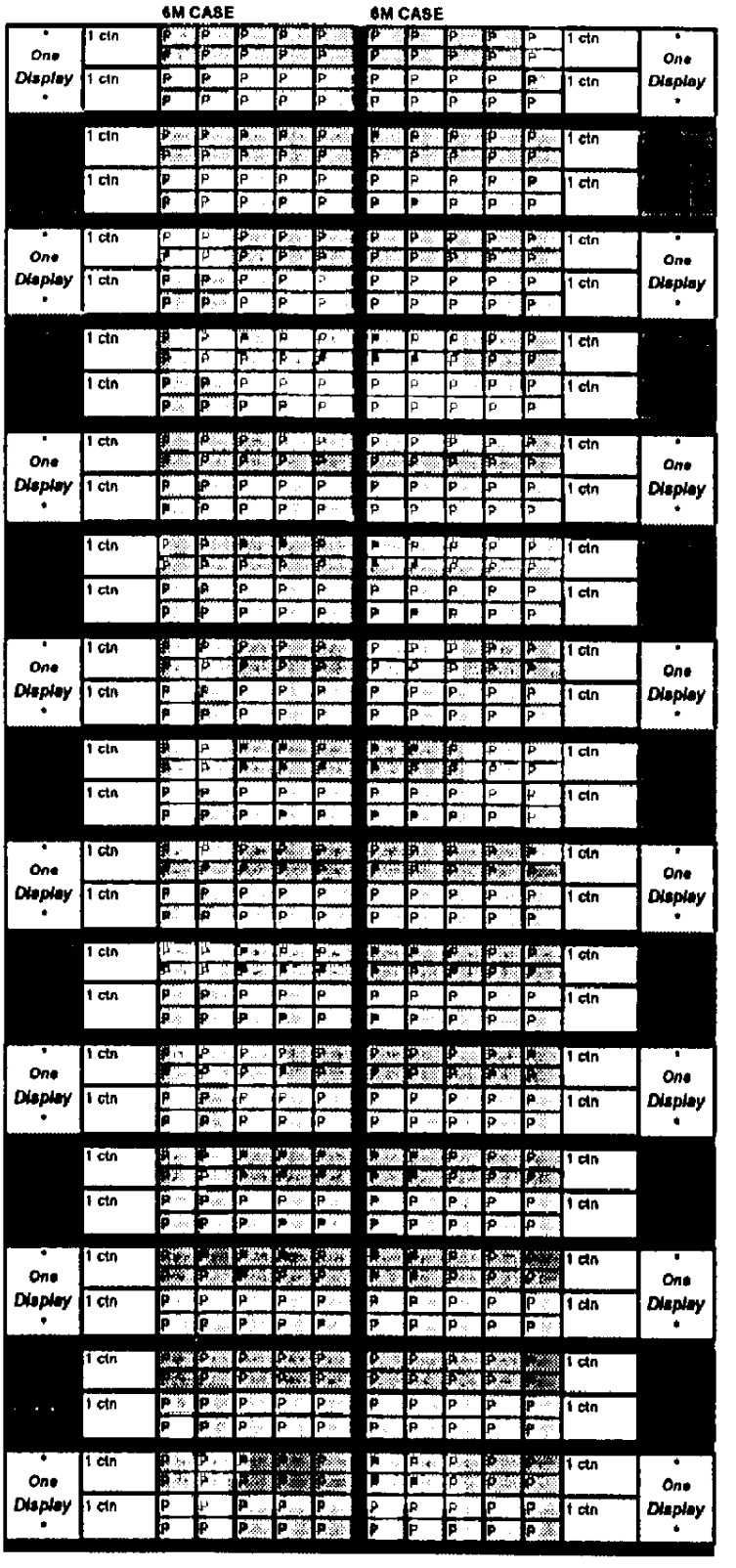
.70¢ OFF 2-PACKS

1 DISPLAY = 4 CARTONS (2 CARTONS EACH OF 2 STYLES) = 20 OFFERS

ONE 6M CASE = 7.5 DISPLAYS (2 (6M) BRANDSTYLES = 15 DISPLAYS)

FORMULA FOR PACKING PAYMENT: $14/6M CASE ($28/12M CASE)

P=Promoted Pack @ .35¢ Tear Tape



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Source: https://www.industrydocuments.ucsf.edu/docs/hjky0000

ATTACHMENT 3 / FORMULAS

EXCEL SPREADSHEET / PRODUCT ORDERS

WHEN NUMBER OF DISPLAYS (FROM TEMPLATE) IS ENTERED FOR DIRECT ACCOUNT, SPREADSHEET IS SET UP TO GENERATE THE FOLLOWING CALCULATIONS:

1. NUMBER OF CASES PER BRAND STYLE NEEDED FOR #/DISPLAYS
2. PACKING PAYMENT FOR NUMBER OF DISPLAYS ENTERED
3. NUMBER OF 12M CASES REQUIRED FOR DISPLAYS ENTERED
4. NUMBER OF TOTAL DISPLAYS REQUIRED TO MATCH CASES SHIPPED.

EXAMPLE:
AUER (SIS #026300) HAS 79 DISPLAYS ON HIS TEMPLATE.
IT IS NECESSARY TO SHIP 3 CASES EACH BRAND STYLE FOR 79 CASES.

PACKING PAYMENT FOR SHIPPING 79 DISPLAYS IS:
$58.80 WHICH EQUALS 4.20 12M CASES PAID AT $14/CASE.

90 DISPLAYS WOULD BE REQUIRED TO MATCH THE 12 CASES SHIPPED TO AUER FOR THIS PROMOTION.

J. CAMPBELL
4/98

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Source: https://www.industrydocuments.ucsf.edu/docs/hjky0000

ATTACHMENT 3

APRIL DORAL B1G1F PROMOTION #800219

				DORAL (SM)				APRIL PROMOTION			
ACCT #	PO #	ACCOUNT NAME	UPC	MEN LT 100 25184	ULT LT 100 25185	LT BOX 100 25189	FF BOX 100 25188	TOTAL ORDER $ AMOUNT	ARRIVAL DATE	#SKUS/ DORAL DISPLAYS (ITEM #849971) (PER SKU)	# DISPLAYS PER DIRECT ACCOUNT
DIV #1622											
026300	NO	AUER	CALCULATIONS 2.63 (1)	3	3	3	3	P/Pymt	3/23/98 $58.80 (2)	79 4.20 (3)	90 (4)
256370	NO	GRAYS WHLS	0.70	1	0	1	1	P/Pymt	3/23/98 $14.70	21 1.05	23
533285	NO	JONES McINTOSH	4.00	4	4	4	4	P/Pymt	3/23/98 $78.40	120 5.60	120
332400	NO	KEYCO	0.33	0	0	0	0	Too few P/Pymt	3/23/98 $0.00	10 0.00	0
332520	NO	KEYSTONE	0.47	0	0	0	0	Too few P/Pymt	3/23/98 $0.00	14 0.00	0
332580	NO	KEY STORES	0.00	0	0	0	0	Too few P/Pymt	3/23/98 $0.00	0 0.00	0
336100	YES Use 'Judy'	KINNEY	0.00	0	0	0	0	P/Pymt	3/23/98 $0.00	0 0.00	0
375878	YES	McLANE NE (Consolidated #607945) Call D.Cook for	28.30	29	29	29	29	I WILL PLACE ORDER W/KATHY HAMMOND P/Pymt	3/23/98 $568.40	849 40.60	870
094931	NO	MID VALLEY	1.23	1	2	1	1	P/Pymt	3/23/98 $24.50	37 1.75	38
442680	082597 ARRIVAL DATE	MOUNTAIN CNDY	2.60	3	3	3	3	P/Pymt	3/23/98 $58.80	78 4.20	90
447000	082597 ARRIVAL DATE	MUTUAL WHSL	1.17	2	1	1	1	P/Pymt	3/23/98 $24.50	35 1.75	38
761406	REQUIRED Use 'Judy'	KLEIN CANDY	9.73	10	10	10	10	P/Pymt	3/23/98 $196.00	292 14.00	300
468800	NO	NORTH COUNTRY	0.50	0	0	1	1	P/Pymt	3/23/98 $9.80	15 0.70	15
570300	082597 ARRIVAL DATE	SCHEIDELMAN Tues/Thurs Delivery	0.93	1	1	1	1	P/Pymt	3/24/98 $19.60	28 1.40	30
				54	63	54	54			1678	

(4) # of Displays from Template

(1) Cases per style

(2) Packing Payment @ 14.12M Case

(3) # of 12M Case to pack

(4) # of Displays needed for cases shipped

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ATTN: SUE WRIGHT (FAX #2156)

FROM: J. CAMPBELL (716-634-4179; FAX: 716-634-3145)

Source: https://www.industrydocuments.ucsf.edu/docs/hjky0000

Source: https://www.industrydocuments.ucsf.edu/docs/hlkv0000

ATTACHMENT 3 / formulas

APRIL D

				DORAL (SM)				APRIL PROMOTION			
				MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100				
ACCT #	PO #	ACCOUNT NAME	UPC	25184	25185	25189	25188	TOTAL ORDER $ AMOUNT	ARRIVAL DATE	#SKUS/ DORAL DISPLAYS STEM #5469711 (1 PER SKU)	
DIV #16										#DISPLAYS PER DIRECT ACCOUNT	
26300	NO	AUER	CALCULATIONS =SUM(K8)/30 (1)	3	3	3	3	P/Pymt	35877 =SUM(E6:H6)*4.9 (2)	79 =SUM(J7)/14 (3)	=SUM(E6:H6)*7 (4)
236370	NO	GRAYS WHLS	=SUM(K9)/30	1	0	1	1	P/Pymt	35877 =SUM(E8:H8)*4.9	21 =SUM(J9)/14	=SUM(E8:H8)*7
533288	NO	JONES McINTOSH	=SUM(K10)/30	4	4	4	4	P/Pymt	35877 =SUM(E10:H10)*4.9	120 =SUM(J11)/14	=SUM(E10:H10)*
332400	NO	KEYCO	=SUM(K12)/30	0	0	0	0	P/Pymt	35877 =SUM(E12:H12)*4.9	10 =SUM(J13)/14	=SUM(E12:H12)*
332520	NO	KEYSTONE	=SUM(K14)/30	0	0	0	0	P/Pymt	35877 =SUM(E14:H14)*4.9	14 =SUM(J15)/14	=SUM(E14:H14)*
332880	NO	KEY STORES	=SUM(K16)/30	0	0	0	0	P/Pymt	35877 =SUM(E16:H16)*4.9	0 =SUM(J17)/14	=SUM(E16:H16)*
336100	YES Use 'Judy'	KINNEY	=SUM(K18)/30	0	0	0	0	P/Pymt	35877 =SUM(E18:H18)*4.9	0 =SUM(J19)/14	=SUM(E18:H18)*
378878	YES	McLANE NE (Consolidated #607948) Call D.Cook for delivery	=SUM(K20)/30	29	29	29	29	I WILL PLACE ORDER W/KATHY HAMMOND P/Pymt	35877 =SUM(E20:H20)*4.9	849 =SUM(J21)/14	=SUM(E20:H20)*
94931	NO	MID VALLEY	=SUM(K22)/30	1	2	1	1	P/Pymt	35877 =SUM(E22:H22)*4.9	37 =SUM(J23)/14	=SUM(E22:H22)*
442680	82597 ARRIVAL DA	MOUNTAIN CNDY	=SUM(K24)/30	3	3	3	3	P/Pymt	35877 =SUM(E24:H24)*4.9	78 =SUM(J25)/14	=SUM(E24:H24)*
447009	82597 ARRIVAL DA	MUTUAL WHSL	=SUM(K26)/30	2	1	1	1	P/Pymt	35877 =SUM(E26:H26)*4.9	35 =SUM(J27)/14	=SUM(E26:H26)*
781406	REQUIRED Use 'Judy'	KLEIN CANDY	=SUM(K28)/30	10	10	10	10	P/Pymt	35877 =SUM(E28:H28)*4.9	292 =SUM(J29)/14	=SUM(E28:H28)*
668880	NO	NORTH COUNTRY	=SUM(K30)/30	0	0	1	1	P/Pymt	35877 =SUM(E30:H30)*4.9	15 =SUM(J31)/14	=SUM(E30:H30)*
670300	82597 ARRIVAL DA	SCHEIDELMAN Tues/Thurs Delivery	=SUM(K32)/30	1	1	1	1	P/Pymt	35878 =SUM(E32:H32)*4.9	28 =SUM(J33)/14	=SUM(E32:H32)*
				=SUM(E6:E32)	=SUM(F6:F32)	=SUM(G6:G3	=SUM(H6:H32			=SUM(K6,K8,K	

ATTN: SUE WRIGHT (FAX #2156)

FROM J CAMPBELL (716-634-4179; FAX: 716-634-3145)

ATTACHMENT 4 — PACKING PAYMENT VOUCHER REQUEST FORM — 4/17/98PP800219.XLS

APRIL: DORAL B1G1F / PROMTION #800219

PRE-SLEEVED' PROMOTION

BRAND STYLES (6M): DORAL MENTHOL LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

NOTE: THE DIFFERENCE BETWEEN NUMBER OF DISPLAYS ORDERED TO DIRECT ACCOUNT AND NUMBER OF DISPLAYS TO BE SHIPPED TO RETAIL (ON TEMPLATE), REPRESENTS EXTRA NUMBER OF DISPLAYS. RJR MANAGER TO ENSURE DISTRIBUTION OF ANY EXTRA DISPLAYS TO APPROPRIATE ACCOUNTS.

VOUCHERS FOR PACKING PAYMENTS WILL BE MAILED TO EITHER RJR MANAGER OR DIRECT ACCOUNT (AS INDICATED) 2 WEEKS AFTER PROMOTION RETAIL DISTRIBUTION DATE. ADVISE JUDY IF PAYMENT DISTRIBUTION SHOULD BE CHANGED OR IF RETAIL DISTRIBUTION WAS NOT COMPLETED BY DIRECT ACCOUNT.

DIV	SIS#	ACCOUNT NAME	TOTAL NUMBER OF DISPLAYS SHIPPED TO DIRECT ACCOUNT	NO. OF DISPLAYS ON TEMPLATE (ENSURE EXTRA DISPLAYS ARE USED FOR RJR ACCTS)	TOTAL # 12M CASES NEEDED TO PACK PROMOTION	PACKING PAYMENT ($14 Per 12M Case)	(X) INDICATES PAYMENT DISTRIBUTION	SHIP DATE TO VAP RETAIL ACCTS: 4/6/98	VOUCHER # (For ROU Use Only)
R. SMITH									
1622	468800	NORTH COUNTRY (Handled by S/Rep 162201)	15	15	0.7	$9.80	___MGR/ _X_ACCT	SHIPPED: (Y / N)	Voucher #
1622	236370	GRAYS WHSL (Handled by S/Rep 162201)	23	21	1	$14.00	___MGR/ _X_ACCT	SHIPPED: (Y / N)	Voucher #
1622	332880	KEY STORES (Handled by S/Rep 162208)	0	0	0	$0.00	*NOT INLCUDED THIS PROMOTION*	N/A	Voucher # N/A
1622	332400	KEYCO (Handled by S/Rep 162208)	0	0	0	$0.00	*NOT INLCUDED THIS PROMOTION*	N/A	Voucher # N/A
1622	570300	SCHEIDELMAN, INC (Handled by S/Rep 162206)	30	28	1.4	$19.60	_X___MGR/ ____ACCT	SHIPPED: (Y / N)	Voucher #

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Source: https://www.industrydocuments.ucsf.edu/docs/hjky0000

ATTACHMENT 4 — PACKING PAYMENT VOUCHER REQUEST FORM — 4/17/98PP800219.XLS

APRIL: DORAL B1G1F / PROMTION #800219

PRE-SLEEVED' PROMOTION

BRAND STYLES (6M): DORAL MENTHOL LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

NOTE: THE DIFFERENCE BETWEEN NUMBER OF DISPLAYS ORDERED TO DIRECT ACCOUNT AND NUMBER OF DISPLAYS TO BE SHIPPED TO RETAIL (ON TEMPLATE), REPRESENTS EXTRA NUMBER OF DISPLAYS. RJR MANAGER TO ENSURE DISTRIBUTION OF ANY EXTRA DISPLAYS TO APPROPRIATE ACCOUNTS.

VOUCHERS FOR PACKING PAYMENTS WILL BE MAILED TO EITHER RJR MANAGER OR DIRECT ACCOUNT (AS INDICATED) 2 WEEKS AFTER PROMOTION RETAIL DISTRIBUTION DATE. ADVISE JUDY IF PAYMENT DISTRIBUTION SHOULD BE CHANGED OR IF RETAIL DISTRIBUTION WAS NOT COMPLETED BY DIRECT ACCOUNT.

DIV	SIS	ACCOUNT NAME	TOTAL NUMBER OF DISPLAYS SHIPPED TO DIRECT ACCOUNT	NO. OF DISPLAYS ON TEMPLATE (ENSURE EXTRA DISPLAYS ARE USED FOR RJR ACCTS)	TOTAL # 12M CASES NEEDED TO PACK PROMOTION	PACKING PAYMENT ($14 Per 12M Case)	(X) INDICATES PAYMENT DISTRIBUTION	SHIP DATE TO VAP RETAIL ACCTS: 4/6/98	VOUCHER # (For ROU Use Only)
K. JURGENSEN									
1626	154180	DERIGO SALES	120	113	5.6	$78.40	___X MGR/ ___ ACCT	SHIPPED: (Y / N)	Voucher #
626	336660	EPPERSON & SONS	98	97	4.5	$63.00	___X MGR/ ___ ACCT	SHIPPED: (Y / N)	Voucher #
1626	044880	A.D. BEDELL	45	43	2.1	$29.40	___X MGR/ ___ ACCT	SHIPPED: (Y / N)	Voucher #
1626	026040	M.A. TEA	15	12	0.7	$9.80	___X MGR/ ___ ACCT	SHIPPED: (Y / N)	Voucher #
1626	081120	BUFFALO TOBACCO PROD	30	24	1.4	$19.60	___X MGR/ ___ ACCT	SHIPPED: (Y / N)	Voucher #
626	476520	OLEAN WHOLESALE	0	0	0	$0.00	*NOT INLCUDED THIS PROMOTION*	N/A	Voucher # N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/hjky0000